

Inaugural Mine Warfare Conference Emulates ASW Improvement Program



Point Loma, CA.—Using a successful model from the Anti-Submarine Warfare Command's Improvement Program (ASWIP), the Mine Warfare community, aboard the Fleet ASW Compound Jan 22-26, attended daily briefs and workgroup meetings seeking methods to improve Mine Warfare capabilities.

A recent Mine Warfare Technology Conference established an informational baseline for the Mine Warfare Improvement Program (MIWIP).

Based upon what he heard about the Tech conference and ASWIP, RearAdm J.R. Hines, Deputy Commander, Third Fleet, voiced his optimism at the start of MIWIP, pointing out that there will be significant progress in the years ahead for Mine Warfare (MIW) collaboration.

ASWIP has proven itself over

the years, MIW will follow the same progress, he added.

Designed to be a unified "Voice of the Fleet," industry and Navy Command partners are working to develop forums that would identify solutions for fleet MIW issues and deficiencies.

"This improvement program will develop the right priorities," stated Rear Admiral John J. Waickwicz, Commander, Naval Mine and Anti-Submarine Warfare Command. "The list that comes out of the conference will move the command in the right direction, to accomplish the right goals."



"It will provide a structure for MIW that will be inclusive, open and data-driven for consistent improvement." He added.

The individual working groups will address issues such as Readiness, Training, Detection, Doctrine and Tactics, Homeland Defense, and Experimentation deficiencies and contemplate initial strategies or solutions. Each group will develop an agenda for creating a list of prioritized requirements, and are tasked to coordinate and communicate regularly and deliver their prioritized list before the next MIWIP during late summer.



MIWIP Conferences are held twice annually to assess priorities, review doctrine, and establish the way ahead.

In this Issue:

INAUGURAL MIWIP
 MINE TECH CONFERENCE

Columns:

Commander's Corner
 A Note from the CMDMC
 Scoop on BRAC
 The Sports Spot
 AWARDEES
 Calendar



Commander's Corner

Rear Admiral John J. Waickwicz



On the occasion of the publication of this Inaugural Edition NMAWC Newsletter, I would like to present our operational tasking as assigned by the Chief of Naval Operations. In downstream articles I'll focus on our emerging challenges and details of how the NMAWC team is manned and structured to address the specific Mine and ASW challenges facing us.

On the 8th of April, 2004 the Fleet Anti-Submarine Warfare Command (FASWC) was commissioned here at the ASW Training Center Base in San Diego, CA. On this past 1st of October, 2006 we became the Naval Mine and Anti-Submarine Warfare Command (NMAWC) with the addition of the Corpus Christi Naval Mine experts. Based on the template of the successful Naval Strike and Air Warfare Command (NSAWC) or Strike U, we, NMAWC, are now the war fighting Center of Excellence (COE) and the Navy's Principal Authority/Subject Matter Expert (SME) in Mine and Anti-Submarine Warfare. Under CNO direction, NMAWC has been assigned five major focus areas and directed to make improvements to them. These are: Integrated ASW Operations and Training (including Theater ASW), Assessment of Integrated ASW Performance, Improvement of ASW Training and Qualifications /Development of ASW Training Resources (including the Intelligence Enterprise), Rapid Delivery of New Technologies and to Improve Mine Warfare.

Simply put, NMAWC trains and assesses via our independent staff members, across the full spectrum of ASW organizations and operations: From the individual unit/watch stander level, to the watch team, to the DESRON Staff and finally to the Battle Staff. We are also now training and assessing at the Theater Staff level. As such, we develop doctrine, tactics, techniques and procedures. We assess at all levels against standardized (NMTL) common metrics

using new generation data collection and correlation tools such as A-tas. In parallel, we are presently upgrading the Global ASW CONOPS as well as supporting Commander Second/Third Fleet's efforts to quantify the Fidelity Requirements for future integrated ASW Synthetic Training.

In future editions, I'll be addressing in detail how the Fleet is "speaking with one voice" in the requirements process. Via the NMAWC sponsored Anti-Submarine Warfare Improvement Program (ASWIP) and our new MIWIP, you, the "Fleet Experts" are able to speak and prioritize fleet ASW and Mine requirements via the Integrated Prioritized Capabilities List (IPCL). This provides the direct avenue toward delivering validated Fleet requirements up the Chain of Command to United States Fleet Forces Command (USFFC). USFFC, using the IPCL, then works directly with OPNAV toward providing the operational capabilities that the fleet needs, in the time frame they are needed.

It's an exciting yet challenging time to be in the Mine and ASW arena given the threat, new technologies, our professional team and the renewed emphasis on these two warfare areas by DoN/DoD. The bottom line for me and for the professional NMAWC team, each and every day, is in executing an Honest, Open and Inclusive Mine and ASW war fighting Center of Excellence Program, fully supported by Metrics. We are YOUR TEAM and I strongly encourage you to interact with our NMAWC professionals, whether you are operating at sea, training ashore or as a member of the extended naval Mine and ASW community, the Navy Enterprises, the S&T Community or at OPNAV.

J.J. Waickwicz, RADM, USN
Commander

Developing Inter-Operative Navies

Chilean CNO visits CNRSW

By Seaman Eric Diego
Ocampo - Navy Compass

Adm. Rodolfo Codina, Commander-in-Chief of the Chilean Navy was treated to a number of tours and briefings at various United States Navy Commands.

The tour commenced Feb. 15 upon arriving at Naval Air Station North Island.



Greeted by Vice Adm. Barry Costello, Commander 3rd Fleet and Capt. Tony Gaiani, Commanding Officer Naval Base Coronado, the party immediately departed to the first location, Commander Third Fleet.

A tour of the facility showcased planning and tracking systems as part of the ongoing integrated mission of Chief of Naval Operations, Adm. Michael G. Mullen, to have "inter-operative navies..." as a strategic goal to combat global aspects such as terrorism, smuggling and piracy.

After lunch and gift exchanges, the Chilean group moved on to the Naval Mine and Anti-Submarine Warfare Command (NMAWC), where they were greeted by Commander, NMAWC Rear Adm. 'JJ' Waickwicz.

The topics of discussion centered on involv-

ing and incorporating Chilean crews and submarines into our own exercises, training and assessments.

"It was a pleasure meeting with Adm. Codina and his staff. We look forward to working with the Chileans in the realm of Mine Warfare and ASW training in the future," said Rear Adm. Waickwicz.

The next stop was at the United States Coast Guard (USCG) and Joint Harbor Operations Center (JHOC) for an informative, classified briefing by Capt. Charles Strangfeld, Commander USCG Sector San Diego.

The day culminated in a private dinner at Vice Adm. Costello's residence.

Starting early at 6:15 a.m. on day two, Adm. Codina and his staff proceeded to Navy Expeditionary Combat Command (NECC) and

Naval Coastal Warfare Group One (NCWG-1), and then onto Naval Special Warfare Command BUD/SEALS (NSWC), wherein the capabilities of each command were displayed.

At NSWC, Adm. Codina and Rear Adm. Felipe Carvajal test drove the latest SEAL Patrol Boat MKV, making fast accelerations, sharp turns and immediate stops in the ambience of San Diego Harbor.

The latter part of the day cooled down with lunch at Il Fornaio Restaurant and then dinner hosted by the Honorary Consul for the Republic of Chile in San Diego, George Gildred and his wife Alison.

"We consider it an honor to welcome the CNO from Chile. Everybody had a great time," said Mrs. Gildred.

Feb. 17, the group was taken on a behind-the-scenes tour at the San Diego Zoo, where they fed and learned about giraffes, koalas and giant pandas.

Curator, Carmi G. Penny said, "We have a great history with the Navy and its respective visitors. Our staff is always ready and enthusiastic to give such tours."

The Chilean CNO's visit involved many briefings (mostly classified); gift exchanges; sharing of stories; sharing of visions and understandings for the future

Mine Warfare Hunts Technical Improvements

San Diego, CA—The Naval Mine and Anti-Submarine Warfare Command (NMAWC) finished two weeks of meetings Jan 26 at the Fleet ASW Training Center to update and research new technologies and improvements for Mine Warfare Operations.

A Mine Warfare Technology Conference held during the first week updated US, Great Britain, Australian, and Canadian Commands and partnering industries

about organic and dedicated platform technologies advancements for underwater, surface and airborne mine countermeasures.

"This allows for reduced cost through collaboration between the US and our Allies," NMAWC Executive Director, Scott Price said. "We are looking at open architecture, multiuse, common technologies that are effective for our purposes."

Existing systems are becoming obsolete thus new designs for the mine warfare triad are being developed and implemented: the Littoral Combat Ship (LCS) with the MIW Mission package, underwater and airborne remotely operated vehicles such as the Bluefin UUV and FireScout UAV, Airborne Mine Countermeasures such as airborne Lase Mine Detection System (ALMDS) and Rapid Airborne Mine Clearance System (RAMICS).

A note from the Command Master Chief

CMDMC Larry Louviere

If you are like me (before I read this book) - you believe that Self-Help books are for losers. (Losers are people who don't have it in them; people who just keep moaning about life and how external factors prevented them from making it). This little book made me sit up and acknowledge how wrong I was.

Every one needs help at some stage of his/her life. I don't mean financial help - I mean good old morale boosting help. And if you don't have a best friend...if you don't have a special someone to give you that morale boosting talk, don't worry, 'Who moved my Cheese' is here!

Read this little book with an open mind - read it with an open heart. I am not saying that the book WILL change your life. All I am saying is that it CAN change your life IF you give it a chance. And if you are the cynical sort and believe that you don't need advice, then fine you have wasted a few minutes of your life on a worthless book...no big deal...no harm done.

"Who moved my Cheese?" is written by Dr. Spencer Johnson. Dr. Johnson "earned a B.A. degree in Psychology from the University of Southern California, an M.D. degree from the Royal College of Surgeons, and medical clerkships at The Mayo Clinic and Harvard Medical School". So to answer the pompous question normally put by a cynic "Is the guy qualified to write a self help book that will help ME (who says I need help anyway)?" - a short answer "Yes he is". If you have any doubts about Dr. Johnson or the book itself - check out the book's site.

Moving on to the book itself - it's about mice and little people. Wait a minute, you say, did u say mice? Yes...mice. But the mice aren't

really mice....they represent people - not specific people but types of people

Two little mice and two little people, named very appropriately Sniff, Scurry, Hem and Haw, between themselves represent the human race and their quest for "success". The cynic reading this will no doubt argue that you can't possibly club all humans in just four groups.

Relax. Like I said...keep an open mind. Give the book a chance...ok? Coming back to our friendly neighborhood mice, they spend their lives looking for cheese. Again, cheese is a representation of "success" - the reader should substitute "cheese" with his/her goal(s) in life. After all everyone has a different view of what constitutes "success".

Right, so our mice and little people are looking for "cheese" which they think (the cynics know) will keep them happy. They live in a maze which represents the world WE humans live in. Each of them has a different method of finding his cheese and each finds his own "stash" of special cheese - their type of cheese.

They settle into a rhythm - each morning they wake up and go to their cheese. And that's how life is, isn't it? We eventually either find nearly everything we look for in life or if we don't, we compromise and we settle down happily (or unhappily).

Basically, we take things for granted, don't we? One fine day, our mice and little people set off for their cheese only to find that the cheese isn't there any more. You guessed it....someone's MOVED the cheese! The four don't know who moved it or where its gone - it could be anywhere in the maze. How each of them reacts to this "unforeseen" situation, is what this book is about.

The beauty of this book is its simplicity. The use of mice and little people makes the book childlike and that's what the author wants. Become a child when you read this book because only as a child will you have an open mind.

The book attempts to pose (and answer) various questions. Which of the mice or little people are YOU similar to? Are you simple minded and uncomplicated like Sniff and Scurry? Or are you complex and complicated like Hem and Haw? How do YOU manage change? Are YOU ready for change? What would YOU do if YOUR cheese was moved? And the most important question is.....Are you ready for the day your cheese is moved?

Because my friend, YOUR cheese WILL move. Will you panic and give up like Haw?

Or will you analyze the situation and take control like Hem?

Or will you just move onto new cheese like Sniff and Scurry?

Read the book to answer these questions.... maybe it will change your life as it did mine. After all (and here I change Benjamin Franklin's quote a bit)...in this world, nothing is certain but death, taxes and change.

Mr/Mrs. Cynic, you aren't going to argue about this as well, are you? Are you saying that nothing in your life will EVER change? In which case, I wish you the best of luck!

As for the rest of you, after you've read the book and analyzed it, do ask yourself this question whenever faced with a tough "real life" situation...

"What would you do if you weren't afraid?"

SURFLANT Tours MCM CLASSRON, Ships



By Ed Mickley, NMAWC Public Affairs

INGLESIDE, Texas (NNS) — Commander Naval Surface Force U.S. Atlantic Fleet (SURFLANT) toured two mine warfare class squadron's mine countermeasures ships March 5 to evaluate the progress of the alignment of existing waterfront and type command organizations.

Rear Adm. D.C. Curtis, SURFLANT, said he prefers to get out from behind his desk and visit his commands.

"It's the best way to get to know your Sailors, the ships, the needs," he said.

To strengthen surface forces and streamline costs, the Surface Warfare Enterprise formed eight class squadron (CLASSRON) implementation teams. Four of the eight CLASSRONs began operations Feb. 15 and will handle training, maintenance, personnel and logistics for ships by class.

Capt. Mark Rios, the commander of the mine countermeasures ships CLASSRON said Curtis' visit

"Mine warfare is in demand in the fleet and my staff and I are working to make sure they have all the support they need," Curtis said.

Moving swiftly through USS Warrior (MCM 7) and USS Devastator (MCM 6) Curtis engaged in frank discussions about equipment, training and life on board with several of each ship's crew.

"The admiral is sincerely interested in the men," said Lt. Cmdr. Vince Baker, commanding officer of Warrior. "He asked questions not only of Navy things, but about their lives, their interests."

Warrior's Mine Neutralization Vehicle (MNV) Expert, Mineman 2nd Class Craig

Rosenberg, took note of the admiral's genuine interest in the crew.

is important for ships and crews, and that, with the guidance from the Surface Force commander, they will make significant progress toward readiness.

The goal, according to Curtis, is to have Navy warships and their crews ready for tasking by combatant commanders.

"[He was] asking questions, not only about the MNV but about shipboard life, if I was doing okay," said Rosenberg. Preparing for underway training, Lt. Cmdr. Ken Reilley, Commanding Officer of Devastator, said it was a good visit for the admiral and crew.

"This is a solid group of Sailors, raring to go," Reilley said.

After the ships' tour, Curtis met with the commodore and staff of the MCM CLASSRON to discuss the present situation and the way ahead for training, manpower and equipping the mine warfare force.

"There's work to be done," said Curtis. "But we're moving forward, looking at all the options to make this command successful."

While at Naval Station Ingleside, Curtis also spoke at the inaugural Surface Navy Association luncheon

and took the opportunity to reenlist one young Sailor.

Reenlisting Storekeeper 3rd Class Brian Love of Crew Leader on the sunlit pier, Curtis

mentioned how proud he was of the Sailors who man Mine Warfare ships.

"Sailors like Love are the reason today's Navy can defend this country," Curtis said.



Ingleside Sailors Ride to Honor Fallen WWII Airman



By Ed Mickley, Naval Mine and Anti-Submarine Warfare Command

Aransas Pass, TX—Rows of glistening, flag-adorned motorcycles owned by Patriot Guard riders were ready to rumble Feb 19, for 2nd Lt. Dudley Ives, Army Air Corps Pilot and Ingleside native whose B-24 Liberator went down during a storm nearly 63 years ago.

A dozen Naval Station Ingleside sailors rode alongside veterans and other riders in a 50-bike procession honoring the airman whose remains were discovered in Papua New Guinea, February of 2002.

Ives' B-24, named "Here T'is," was in a group of 36 bombers that met their demise during a bombing raid in April 1944 on what has become known as 'Black Sunday.'

"We (sailors) enjoy riding together, but to be part of an event like this is really special," said Navy Master Chief Mineman Alan Wilkey of the Afloat Training Group. "This man was one of the 'Greatest Generation.' It's an honor to be here."

The Patriot Guard, motorcyclists who have a deep sense of pride, ride to attend funerals of fallen servicemen as part of their service—some say for their country, others for the families, yet others say to honor all vets.

Riding motorcycles is a common thread among the Guard, although neither owning a bike nor liking them is a prerequisite. Rather, the bond is the Patriots' mission to

support those who wear (or wore) the American uniform. The organization's motto is "Standing for Those Who Stood for Us."

"This group is incredible," stated Navy Cdr. Vernon 'Butch' Neuenschwander, of Mine Countermeasures Squadron Three. "The Patriot Guard rides for the families, to show re-

spect, to honor the sacrifice their serviceman paid."

"To be here for this WWII pilot, what a privilege," He added.

The Patriot Guard Riders got their start in 2005 in Kansas when a local chapter of the American Legion Riders learned a group was going to protest the war by rallying at the funeral of Sgt. John Doles in Chelsea, Okla. They put out the word to other motorcycle groups and were successful in mounting a group in support of the fallen soldier.

The organization doesn't take sides—it makes no difference if those interested in joining are "hawks" or "doves." The only prerequisite is respect for our troops.

"Most of this group are veterans, though I couldn't serve due to a medical situation," Darrick Price, Patriot Guard Ride Captain said "But I've always loved this country, this is one way I can serve these folks."

A member since December, Joe Vollmer, a local businessman, who served 6 years in the National Guard discovered this was a group of people who "have their hearts in the right place."

"The Riders perform an important mission," said Senior Chief Damage Controlman Dan Creswell of Naval Station Ingleside, Ride Captain for Ives' Mission. "They make sure

the families don't have any outside intrusions as they grieve for the family member."

After dismounting at Charlie Marshall Funeral Home in Aransas Pass, Creswell stationed riders with US Flags around the parking area's perimeter and awaited the fallen airman's family's arrival.

This is incredible," Ronald Ives, 68, the 2nd Lt.'s surviving son said. "To see these all these men and flags is an impressive site."

"This is a happy event," he added. "Dad is finally home."

After a short memorial, a cavalcade of flags, headlights, bikes and cars drove to the grave site where a large gathering of local Veterans of Foreign Wars members, friends, and families assembled.

The Patriot Guard formed a shoulder-to-shoulder Stars and Strips cordon around the gravesite as the US Army Chaplain con-



ducted the final service for 2nd Lt. Dudley Ives.

"I've been in the funeral business 57 years," said Charles Marshall. "I've never seen anything so patriotic in my life—the flags, the camaraderie—impressive."

After the service, the family and friends attended a reception at the local Veteran of Foreign Wars Hall, named after Ives.

In 1953, according to Lu Arcemont, local historian, Douglas McCarty, a former VFW Post Commander worked very hard, knocking on many doors, obtaining signatures to get the post named after Ives.

The Real Scoop on BRAC

There have been rumors and concerns recently over the status of BRAC due to the three billion dollar Congressional cut to BRACON funds (that's the money used to build new structures or upgrade existing buildings for BRAC displaced commands).

Some wonder if this budget cut will prevent commands from executing BRAC transfers and closures.

At least for the affected NMAWC, COMOMAG and MIW commands, that is not the case. The BRAC process is right on track.

An Environmental Assessment (EA) required prior to the move to San Diego is in progress and expected to complete, on time, late this summer. Construction of new buildings and renovation of existing ones is expected to begin shortly after the EA is completed.

Another concern was the extended continuing resolution

authority (CRA) that we're under will delay the BRAC process. To date that has not been the case, there have been "work arounds" and judicious scheduling of projects to ensure the BRAC transition remains on target.

What does all that mean to you ...well, pick up your dog, slip on your Ruby slippers, and click your heels, in a few years it won't look like South Texas anymore!

NMAWC Corpus Christi has met several major milestones recently.

The ACOS's from San Diego and Corpus Christi have recently defined an interim organization for the merged command, paving the way for the arduous task of blending the staffs and assigning office space in our new headquarters building at Point Loma in San Diego.

As part of the building construction and renovation efforts, a team of architects and

engineers arrived in South Texas last week to review current space allocation for Corpus Christi and Ingleside commands, and to discuss office requirements with the commands heading to the West Coast.

As they say, the devil is in the details, so your BRAC coordinators will be contacting you in the near future to get an accurate assessment of your requirements including such things as safes, chart lockers, plotters, printers, and anything peculiar to your area of expertise that you will need to insure you are able to continue your mission at Point Loma.

Visitors are expected soon to ensure we have properly defined the waterfront support requirements for the MCMs as well.

Briefings planned to provide information

For the civilian workforce, NMAWC CC has issued a handout identifying resources

available to BRAC affected employees, if you have not received your copy contact Ms. Webb in N1.

Naval Station Ingleside is also in the process of hiring additional personnel for the Human Resource effort to ensure all affected employees receive the support they need.

For the military members, remember, they are orders not invitations. All kidding aside, you and your families will be taken care of as well.

There are briefings planned to provide information on San Diego, the housing market, services available and much more. For most currently assigned personnel this move will likely not affect you.

Change is never easy and is rarely fun, but it is a constant and necessary part of life. Your BRAC coordinators will do their best to keep you informed of any changes in schedules and your positive input will help to ensure a successful transition.



The Corpus Christi Building Maintenance Team currently consisting of: MNC DeMoss, MN1 Newberry, SK1 Epting, MN2 Wall, CS2 Rogers, and IT3 Rigney continues to piece together spaces and complete

They've been busy moving partitions, clearing areas and painting. The team recently completed the new N5 Conference Room on the 2nd Deck.



Building Maintenance - An On Going Project

others as the Reorganization of the different departments moved forward.

"The team is doing a fantastic job," Capt. Terry Auberry stated when he reviewed the spaces.



Steve Prue even got involved in that job as he and 'Boots' installed the VTC equipment.

CONGRATS! Awardees



MNCS Dierks - Senior star



SK2 McGregor - Achievement Medal



AG1 Flores - Good Conduct



ET1 York - SOQ



Mrs. Webb - Meritorious Award



EOD1 Richardson- Good Conduct



MNC Rodriguez -CFC



Mr. Price - Meritorious Award



MN2 Johnson - Good Conduct



IT1 Sanchez - CFC



Mr. Eisenberg - Citation



IT3 Rigney - Good Conduct



YN3 Herndon -CFC



CS2 Rogers -



LCDR (RAN) Scully - Defence Medal

SPORTSPOT

PT TIME!

Commander Paul Tanks has the command working up a good sweat! From Calisthenics to lunges to wind sprints and leg lifts, everyone is keeping up--having a great time!

After some hard PT (that's Paul Tanks) there's nothing better than a little seven-on-seven b-ball!



One and Oh!

The NMAWC Softball team took to the field opening day and doubled up the opposition 8 to 4.

OSC Kevin Welch is getting ready to hit the dirt heading into third on line shot to left center.



Lt. Michael Stoddick sacrifices his body for the team crossing home plate head first just as the ball flies by the the catcher. Chief Lewis is signalling safe as the ump looks for the ball.



The Line-up

Left Center
Left Field
First Base
Short Stop
Second Base
Catcher
Coach
Third Base
Right Field (1)
Right Center
Pitcher
Right Field (2)

STSC Rob Palek
STSC Todd Roper
STGCS Charlie Krokell
LT Jason Michewicz
LT Michael Stoddick
STGCS Doug Parker
STGC Chuck Lewis
OSC Kevin Welch
LCDR Lovie Howell
LT Matthew Griffin
OSC Chris Emory
Larry Vonier

OSC Chris Emory crushes one to deep center (for a long out!).

Schedule of Events, Exercises

- June - AUV Fest – Florida
- 28 Jun - ASWIP FCT EWG VTC – CAPT Sperry POC
- 31- 2 Aug - MIWIP FCT San Diego
- 28-30 Aug - ASWIP FCT San Diego

O'er There - Our Individual Augmentees



YN3 Omari Lewis

Location:
JTF -GITMO
SOUTHCOM

Guantanamo Bay Cuba

Accomplishments:

Initial Augmentee training at
Washington

Other accomplishments
To be reported



Editorial content of this newsletter is prepared, edited, and provided by the Public Affairs Office of Naval Mine and Anti-Submarine Warfare Command - Corpus Christi. The address is:
Commander,
Naval Mine and ASW Command
325 Fifth St. SE
Corpus Christi, Texas 78419
Attn: The Sentinel

Call 361-961-1264 for copy submission deadlines. When submitting articles for publication, always be sure to include a point-of-contact and phone number.

Any appearance of advertising in this publication, including inserts or supplements, does not constitute endorsement by the Department of Defense, the Navy, Naval Mine and Anti-Submarine Warfare Command of the products or services advertised. Everything advertised in this newsletter shall be made available for purchase, use or patronage without regard to race, color, religion, gender, national origin, age, marital status, physical handicap, or political affiliation or any other non-merit factor of the purchaser, user, or patron. If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, their ad will be pulled until the violation is corrected.